

BECOME AN

*advertising*  
PARTNER

Advertise with the Zug International Women's Club (ZIWC) - reach a well-defined target audience.

Are you looking to promote a brand to a diverse and engaged community of international women? ZIWC offers direct access to one of the most relevant and well-known target groups in the Canton of Zug, particularly for businesses looking to connect with consumers.

Established in 1967, ZIWC is home to more than 300 women from 40+ diverse countries, making the Club a powerful and engaged platform for advertising.



# Your Audience



**A Well-Defined and Influential Consumer Group** Our members are a key target audience in Zug, particularly for businesses focused on business-to-consumer marketing. Our membership consist of highly engaged business executives, entrepreneurs, and trailing spouses, who have relocated for their spouse's career and are all actively looking to integrate into their new environment. They are making important purchasing decisions for their households and seeking services and products that enhance their quality of life —making them a perfect audience for local and international brands alike. Whether you're offering lifestyle products, professional services, or luxury goods, our members are eager to discover and invest in new offerings.

**Local and Global Reach** Although based in Zug, our members have strong connections locally and internationally. Whether you are promoting a local business or luxury services, your message will reach a globally minded and well-connected audience. Our members are not only decision-makers in their households but are also key influencers in their professional networks, making your advertising impactful on multiple levels.

**Engaged Community** Our members actively participate in a wide range of events, from professional networking sessions and interest groups to social gatherings. This level of engagement ensures that your advertisement will capture the attention of a highly motivated and engaged community. Whether it's through our magazine or online content, your brand will be seen and recognised by women who value connection and community.

**A Trusted and Established Platform** Since our founding, ZIWC has built a reputation as a trusted resource for women seeking both social and professional connections. By advertising with us, you align your brand with a respected organization that has been fostering community for over five decades. Our members trust us to recommend quality products and services that enhance their lives, and your business could be part of that trusted network.

**Attractive Advertising Opportunities** ZIWC offers advertising packages that fit your needs. You can reach our audience through event sponsorships, online banners, or print ads, ensuring maximum visibility for your brand.

# Platinum Package chf 5000



Our Platinum Package is a exclusive advertising opportunity to present a business to our membership. It is an exclusive use of all advertising opportunities within ZIWC over a period of 12 months.

The Platinum Package Includes:

- Large banner logo at the top of the Event Calendar page, including the option to adjust the redirecting link up to 4 times per year
- 6 Connect!Magazine back cover, full page advertisements
- 4 Event Calendar event as featured entries open to the members
- Event distribution in the bi-weekly newsletter
- Company logo included in partners page with direct link
- 2 free tickets to a ZIWC event open for non-members
- 4 opportunities to offer a business promotional at a ZIWC Event

# Gold Package chf 3400

Our Gold Package is a premium opportunity to present a business to our membership. It is a unique use of all advertising opportunities within ZIWC over a period of 12 months.

The Gold Package Includes:

- A Logo present in one of the 6 top, right or left Event Calendar sidebars, including the option to adjust the redirecting link up to 4 times per year
- 6 Connect!Magazine inside back cover, full page advertisements
- 4 Event Calendar event as featured entries open to the members
- Event distribution in the bi-weekly newsletter
- Company logo included in partners page with direct link
- 4 opportunities to offer a business promotional at a ZIWC Event

# Silver Package chf 2700



Our Silver Package is a great opportunity to present a business to our membership. It makes use of all the different ways you can advertise within ZIWC over a period of 12 months.

The Silver Package Includes:

- A Logo present in one of the 6 top, right or left Event Calendar side bars, including the option to adjust the redirecting link up to 3 times per year
- 6 Connect!Magazine half page advertisements
- 3 Event Calendar featured event entries open to the members
- Event distribution in the bi-weekly newsletter
- Company logo included in the partners page with direct link
- 4 opportunities to offer a business promotional at a ZIWC Event

# Bronze Package chf 2200

Our Bronze Package is a great advertising opportunity to present a business to our membership. It is an interesting use of all advertising opportunities within ZIWC over a period of 12 months.

The Bronze Package Includes:

- Logo present in one of the right or left Event Calendar side bars, including the option to adjust the redirecting link up to 3 times per year
- 6 Connect!Magazine third page advertisements
- 2 Event Calendar featured event entries open to the members
- Event distribution in the bi-weekly newsletter
- Company logo included in the partner page with direct link
- 4 opportunities to offer a business promotion at a ZIWC Event

# Other Options



Our yearly sponsorship packages are at least 25% more favorable than our regular advertising opportunities; however, below are a few popular options:

- Advertisement is our beautiful, bi-monthly, full-colour A5-sized Connect!Magazine. Sizes range from as large as a full page to as small as a quarter page for as low as 160 to 456 CHF per edition for non-members.
- A company logo present on the right or left sidebars of the Event Calendar, the most visited page of our Club website, for only 880 CHF per year for non-members.
- A logo on our stylish and desired Partners Page with a link directing link for only 640 CHF per year for non-members.
- Please contact us directly for customized events exclusively organized for our Membership as there are plenty of possibilities to discuss.

 *Ready to Connect!* 

Partnering with ZIWC allows for entrance into a dynamic, international community of women who are eager to discover new products, services, and experiences. Allow ZIWC to expand the reach to this unique audience and grow together. Contact us to discuss an advertising package that augments your advertising strategy.

For more information, please contact our advertising Chairwoman at [advertising@ziwc.ch](mailto:advertising@ziwc.ch)